



MAR 06 2007

PTO/SB/92 (09-06)

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Application No. (if known): 09/922,348

Attorney Docket No.: 020748.0224PTUS

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2152

PTO/SB/21 (09-06)

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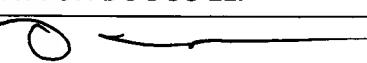
21

Application Number	09/922,348-Conf. #7283
Filing Date	August 3, 2001
First Named Inventor	Dana Borger
Art Unit	2152
Examiner Name	D. Chankong
Attorney Docket Number	020748.0224PTUS

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
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Date	March 1, 2007	Reg. No.	44,625



ATTORNEY'S DOCKET NO.
020748.0224PTUS

PATENT APPLICATION
Serial No. 09/922,348

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of:)
Borger et al.)
Serial No. 09/922,348)
Filed: August 3, 2001)
For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Examiner: Chankong, Dohm

Group Art Unit: 2152

Confirmation No.: 7283

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE

In response to the Office Action of December 1, 2006, please consider the following remarks. The following claims, which have not been amended, are reproduced below solely for the convenience of the Examiner.